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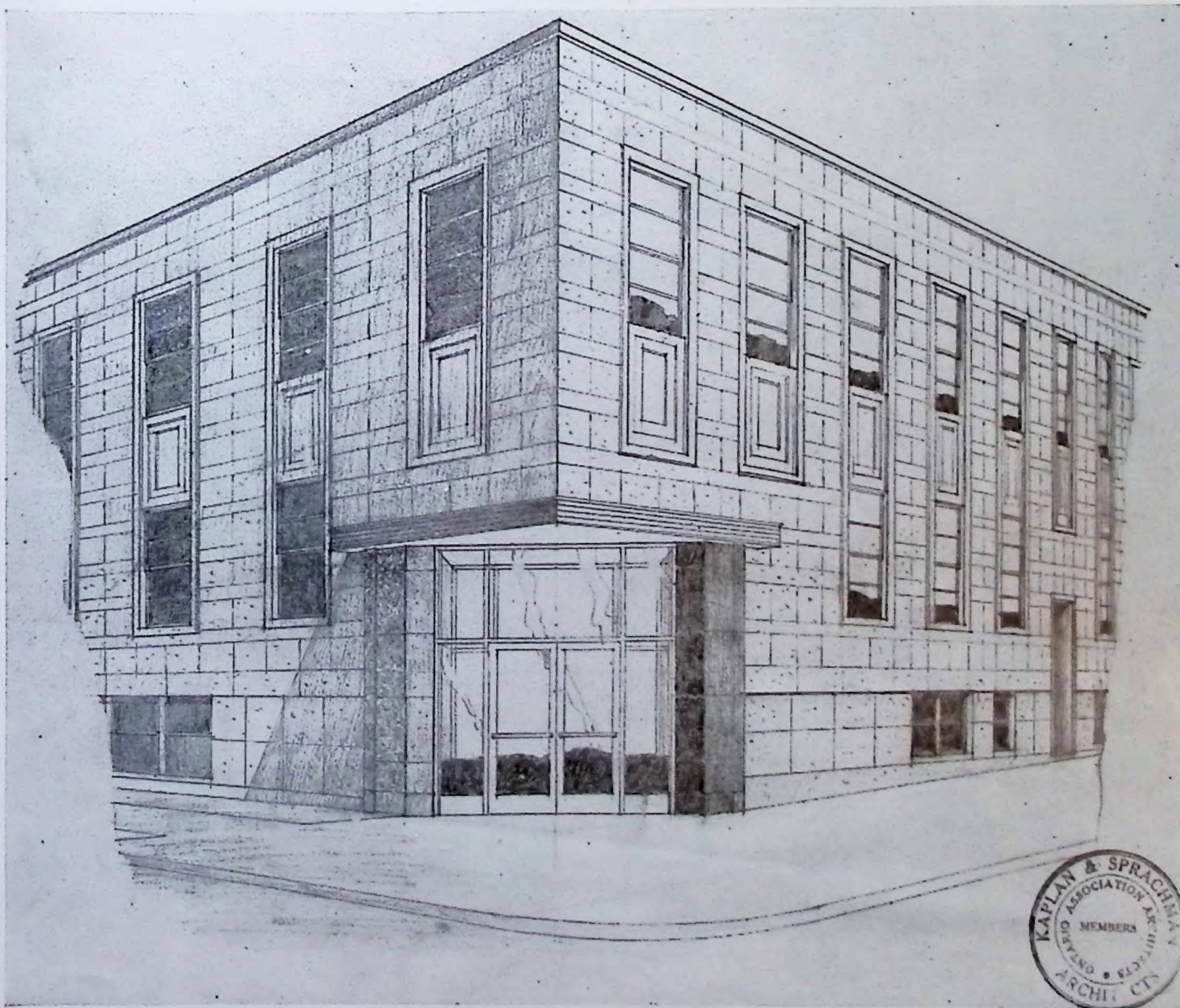
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TORONTO, ONTARIO, CANADA

JUNE 19, 1954

An Artist's Conception of Metro-Goldwyn-Mayer's New Toronto Exchange Building Corner Victoria and Gould



Famous Players Annual Head Office Picnic will be held at
St. Andrew's Golf Club, York Mills, Thursday, June 24th.

G GREATER

W WITH

T HE

W WIDE-SCREEN!

ATLANTA'S 5th TIME TOPS ALL BUT 1st!

Beats every showing of "GWTW" except the first, which was the famous World Premiere! 2nd week beats New Year's Week of "Knights of the Round Table." Tops 2nd week "Ivanhoe" and "Quo Vadis."

FRISCO DITTO! TOPS ALL BUT FIRST!

"GWTW" takes Frisco by storm! Tops every other "GWTW" re-issue. Held over!

NEW YORK SETS NEW SHOW BIZ MARK!

First 6 days at State theatre tops combined gross of original release (which played at Christmas) in two theatres, Astor and Capitol! Long run ahead!

HOUSTON TOPS ORIGINAL RELEASE!

Tops original release. Imagine! The fifth time around beats the very FIRST! Opening day tops "Quo Vadis," "Show Boat" and other M-G-M Big Ones!

SYRACUSE BEATS M-G-M's BIGGEST!

Sensational business. Crowds thrilled by Wide-Screen "GWTW"! Opening day tops M-G-M's very Biggest: "Knights of the Round Table," "Show Boat" and others!

KANSAS CITY TOPS FAMED "IVANHOE"!

Very pretty. They're beating record-breaking "Ivanhoe" business and so can *you*!

And Stereophonic—what a tonic!—Sound!

America loves GWTW again and again and again and again AND AGAIN!

Ray Presents



AS YOU probably know by now, having read the announcement in last week's Digest, my son, Jay L. Smith, who came up from Phoenix, Arizona, just to pay me a Mother's Day visit, has decided to stay in Toronto, and has already taken over the direction of Alliance Films. I do not need to tell you that I am very happy to have him back with me, and with Alliance, and I am equally grateful to that God-given Arizona sunshine

for having given him back his health.

By the time you read this, the rest of the family will be here, also, as Jay's wife, Jean, is at this writing, driving up from Phoenix with my grandson, Ray Lewis Smith, Jr., and my little granddaughter, Joan Louise Smith. It will be wonderful to see them all again, and to know that they are here to stay. In this world of uncertainty and strife, the family is one rock to which we can still anchor our lives, and when you are not feeling just up to par, the sight of your loved ones at your side, is both an encouragement and an inspiration to get well just that much faster.

While on the subject of my son's return, I must pause for a moment, to express my heartfelt thanks to Joe Marks, for the great help he has given me during the past year, and the fine job he performed as General Sales Manager of Alliance, a position which he accepted temporarily at my earnest request, just a little over a year ago. Joe has been capable, loyal and industrious, as he was when he worked for David Selznick, and while I know he doesn't need it, any time he should ask for an endorsement or recommendation, I will be proud and happy to accommodate him.

TWO of my very good friends at Famous Players have announced their intention of retiring. Bob Roddick, for many years manager of the Capitol Theatre, Halifax, and for many years, Maritimes district manager for F-P, is retiring shortly. I have known Bob Roddick for more years than I care to put in print, and he has always been a wonderful friend to the Digest, and a strong supporter of the Digest Showmanship Contest. I still recall with pleasure the visit I had with Bob a few years ago when I visited the Maritimes, and Bob took me for a tour on a British warship that was anchored in Halifax harbour.

The other member of the Famous family who is planning to take a well-earned rest is my old friend, Eddie Zorn, Winnipeg District Manager for F-P. Again I hate to admit that I have finally passed my 39th birthday, but I can recall with pleasure some wonderful visits with Eddie Zorn in Winnipeg about 25 years ago, when Walter Davis was managing the Metropolitan Theatre, and I was invited to Winnipeg to address an exhibitors' convention.

To both Bob Roddick and Eddie Zorn, I would like to express my thanks for their many years of friendship with Ray Lewis and The Digest, my compliments for the many years of outstanding service they have rendered Famous Players and their communities, and in conclusion to join with their hundreds of friends across this vast Dominion of ours in saying to both these gentlemen, "Good-bye, good luck, and God Bless You."

ACCORDING to the grapevine, a good time was had by all at the farewell party for Jim McDonough at the Connaught Hotel, Hamilton, last Thursday, given by Dan Krendel and the Famous Players District "B" managers, on the eve of Jim's departure for Halifax, to take over the Maritimes District from Bob Roddick. Over sixty of Jim's friends turned out in Hamilton to wish him God-speed, and to congratulate him on his promotion. Presentations were made to Jim by Dunc Campbell, President of the Hamilton

Managers' Association, and by William Cranston, General Manager of radio station CKOC.

Dan Krendel presented Jim with a desk set on behalf of the boys and gals of "B" District, Famous Players, which was inscribed with the following words: "Health, Happiness and Success." In making the presentation, Dan commented on the heart-warming response of the many people who gathered on such short notice to pay tribute to a man "who never asked anyone to do a job he wouldn't do himself", a man, Dan added, "Who always has had the courage of his convictions."

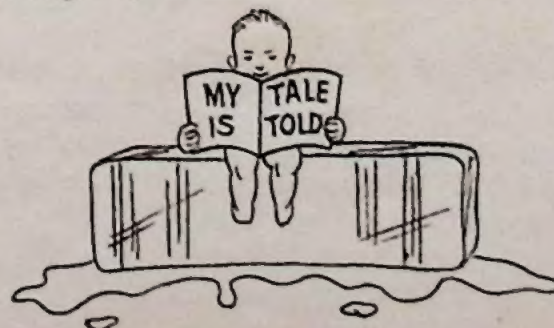
Both Jim and Dan recalled their 13 year association, and Jim, in thanking those who were present, stressed the fact that "no one taught me as much as Dan. Dan's confidence," continued Jim, "in my doing my best at all times, became my personal Rock of Gibraltar." Other speakers were John Dydzak and Magistrate Harry Burville of Hamilton, with Hye Bossin proposing the toast to Jim at the start of the festivities.

THE following day, I understand, Jim was invited over to the Hamilton Spectator, where, at an informal meeting in the office of Alex Muir, the General Manager, Jim was presented with a club on behalf of Alex Muir, John Robinson and Herb Gildae of the Spectator.

Present at the affair were: Representing the Hamilton Theatre Managers' Association: Messrs. Kent Craig, Mickey Langston, Mel Jolley, John Miller, Oscar Lang, Ted Wilson, Bus Hodgins, Dunc Campbell, Al Ford, Bill Walkey, Bill Woodbeck, John Claus, Martin Winchar, Tony Pasteleck, Bill Dickson, Jim Sardo, John Dydzak, Ken Woods, Don Edwards, Cliff Dodd. Representing Famous Players, "B" District: Messrs. Dan Krendel, Herb Chappel, Ted Doney, Vern Hudson, Eddie Lansborough, Mel Jolley, Paul Turnbull. Guests: Messrs. Max Chic, Hye Bossin, Lloyd S. Gurr, Ben Palter, John Robinson, Reg Freeland, Bill Cranston, Lyman Potts, Lloyd Westmoreland, Bill Danforth, Ted Tavender, Lloyd Taylor, Dick McCabe, Herb Gildae, Alex Muir, Steve McManus, Eddie Stephan, Roy Whitshed, Bill Burke, Buzzy Blondell, Harry Hopper, Denny Wilson, Eddie Hucura, Jack Sirman, Art Fitzgibbons, Ken Wells, Art Mitchell, Barney Fox, Roy Miller, George Fairley, and Magistrate H. Burville of Hamilton. Tivoli Theatre Staff: Messrs. Lorne Killman, Nick Rizzo, Fred Baldassari, Vic Baldassari, Doug Mickleborough.

I WOULD like to add my voice to the chorus and congratulate Jim on his promotion, not that it comes as very much of a surprise, for since the days when he managed the Palace Theatre in Guelph, through his years at the Tivoli, Hamilton, he has been a consistent competitor in the Digest Showmanship Contests, so it was obvious to me, at least, that only great things could be in store for James McDonough.

I would also like to congratulate John Ferguson, who succeeds Eddie Zorn as Famous Players District Manager in Winnipeg, Don Edwards, who is promoted from the Nortown, Toronto, to the Tivoli, Hamilton (I have known Don since he was an usher at the Eglinton), Mike King, who moves up to the Nortown, Joe Cardwell who moves to the Alhambra, and Robert Campbell, who was assistant manager at the Capitol, Sudbury, and now becomes manager of the Bloor.



Toronto and District

By BILL PRESS

Theatre managers of Peterborough combined their efforts in staging a benefit stage and screen show in aid of Variety Village which was conducted with much success at the Odeon Theatre Sunday night, June 13. Tickets were sold in advance at the different local theatres including the Peterborough Drive-In.

The voice of President L. W. Brockington of Canadian JARO Companies was heard in a re-broadcast of his message from a Canadian warship on "D" Day, June 6, 1944, in the CBC network program for the 10th anniversary of the historic invasion of the Continent.

At the re-union of war veterans in Normandy for the anniversary occasion were Rev. Ray McCleary, Protestant chaplain of the Toronto Variety Tent, and Gordon Sparling of Associated Screen News, who was an officer of the Canadian Army Photographic Unit at the time of the actual landings.



At the McDonough Farewell Festivities. Left to right: Jim McDonough and Dan Krendel.

John R. Stocks, formerly an advertising manager, has been appointed to the sales staff of the Toronto branch of Crawley Films Limited. Christopher Chapman of Toronto, producer of "The Seasons" which won the 1953 award of Canadian Film of the Year, has joined the Crawley organization as a producer of outdoor films.

In the seventh week of the Canadian Odeon Managers' Competition the winner of the special top showmanship award of \$25 was none other than Don Gauld of the Odeon Theatre, Fort William.

Gauld's theatre stood third in the showmanship standing across Canada, close behind the Odeon at Trail, B.C., and the Hastings, Vancouver. Lin Martyn of the Capitol Theatre, Niagara Falls, was in fourth place, a few points below the Odeon Theatre, Ladysmith, B.C.

Seven features have been classified as Adult Entertainment by the Ontario Board of Moving Picture Censors including the much-discussed "The French Line." The new list also includes "Flame and the

Flesh," "Play Girl," "Prisoner of War," "Them," "Witness to Murder" and "Woman Is a Devil."

Theatres of Cornwall expect to share in the boom which will come in the now-assured construction of the St. Lawrence Seaway and Hydro Projects for which Robert H. Saunders of the Ontario Hydro-Electric Commission says 10,000 jobs will be created.

Cornwall's theatres include the Capitol and Palace, operated by Clarence G. Markell in partnership with Famous Players, the Roxy, a unit of Sam Fingold's circuit, and the Cornwall Drive-In which is a link in the 20th Century Theatres chain, where Ken Musson is again the manager.

VANCOUVER NEWS

By JACK DROY

The Provincial Government Tax Department "is planning to inspect buck nights" at B.C. Drive-in theatres to ascertain if there is any evasion of taxes in the system.

Delegates from B.C., Washington, Oregon and Vancouver Island converged on Vancouver for B.C. projectionists union 40th annual banquet at the Flame Supper Club, Sunday June 13th.

Mickey Stevenson, Paramount office manager who went to Toronto for a sales meeting bought himself a new car in Windsor and saved himself a few hundred dollars by driving it back the 3,000 miles to Vancouver.

Jack Donnelly of the Strand is in military hospital for surgery on his leg from an old war wound.

Bill Crossley and D. B. Simpson will build a second ozoner at Penticton in the B.C. fruit belt to cost \$40,000 and accommodate 400 cars. It will be opposition to the Pines Drive-in which holds 324 cars.

Mary Brown, Orpheum cashier on vacation South of the border. Nip Gowen of the Dominion away to Mexico for a months holiday.

Prairie News

BRUCE PEACOCK

Considerable damage was done to seats of the new Cinema Theatre in Swift Current, Douglas Burke, owner-manager, reported recently. Several of the seats had to be replaced because the backs were forced out of line.

Lethbridge City Council are looking over plans advanced by local interests to build a \$250,000 theatre in downtown Lethbridge, Alberta.

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HELEN CROWLEY..... Saint John, N.B.

Maritime News

HELEN CROWLEY

Mr. and Mrs. M. S. Bernstein are receiving congratulations on their thirty-second wedding anniversary which they celebrated last Sunday.

Mr. F. Maurice Griffin, shipper with the Paramount Films was re-elected President of St. Vincent's Home and School Association at its annual meeting held in the High School Auditorium.

The competition of Television continues to extend throughout the Maritimes — Halifax's new C.B.C. Television Station CBHT on Channel 3 will commence broadcasts the latter part of this year.

When the Florenceville theatre opened recently with CinemaScope — "The Robe" its opening picture played for an entire week although Florenceville is one of the smallest populations in the Maritimes.

The 'Gaiety' theatre at Fredericton, N.B. is installing CinemaScope with Stereophonic Sound and is scheduled to open with "The Robe" on June 30th.

The 'Andreleo' theatre in St. Andrews, N.B. owned by J. A. Roy of Quebec City has been sold to the Canadian Legion and in future will be known as the "Legion Memorial Hall." The theatre has already been closed and dismantled for pictures.

Mr. Fred Hazel, proprietor of the Rialto theatre at Tatamagouche has opened a Drive-in theatre at Cambridge, Nova Scotia — near Kentville.

REPUBLIC'S "TIMBERJACK"

Republic cameraman Jack Marta, operator Herb Kirkpatrick and assistant cameraman Alric Edens are in Victoria, B.C. for pre-production filming of "Timberjack" in Trucolor by Consolidated, which starts this summer under the direction of associate producer Joseph I. Kane.

"Superscope Lens" For Canada

Murray Sweigman, Theatre Poster Service Ltd., has announced the availability of the Tushinsky Brothers Superscope lenses in Canada, delivery in approximately 45 to 60 days from date of order. Mr. Sweigman in making the announcement, stated "I feel that the Superscope lens should be available in Canada, if for no other reason than, any new invention will enhance the prospect of increasing boxoffice returns and should be at the disposal of every Canadian theatre.

"Our business," continued Mr. Sweigman, "is to closely allied with American exhibition, that any new engineering feat developed in the motion picture industry, should not, also, be available in Canada, as in the United States."

The Superscope lens is a variable anamorphic projection lens which is suitable for any anamorphic print in any wide screen ratio up to 3.00:1. The Digest, which over the past few months, has carried full coverage of the demonstrations of the Superscope lens in the United States, will in the next issue provide a complete outline on the lens, as it has on all other new systems developed.

Mr. Sweigman, plans to arrange a demonstration of the Superscope lens for Canadian exhibitors in the near future, in the key exchange centers across Canada. Orders are now being taken through Theatre Poster Service Ltd.



MURRAY SWEIGMAN

At The Winnipeg Fire . . . !

"Tuesday's fire was something never to be forgotten. I turned on the radio at 5.30 a.m. that morning, as I was unable to sleep, due to the 70-mile-an-hour wind ripping shingles off the roof. At that time I heard that the Time Building was on fire. On the 6 o'clock broadcast, I heard that the side wall of the Time Building had collapsed, and the building across the street had caught fire. By 6.30, I was down town, by cab, and in the office here. The police had ordered no one to be allowed into the building until the fire was curbed, but the janitor brought me up, via flashlight, and I managed to get the booking book, the ledger, and the cash box, before I was told to get out.

"The fire was extremely close to this building. The Time Building was on Portage and Hargrave; the Dinsmor Building directly across the street on Hargrave, and directly behind this latter building the Norlyn Building. The first two buildings, plus two others, have been completely destroyed by fire, while the top two stories of the Norlyn Building were gutted by fire, and the other three badly damaged by water and smoke. We are separated from the Norlyn Building by a lane and another building. I have also been told that the buildings on either side of this building both caught on fire on the roof, but the blazes were quickly extinguished. There is no doubt that had the Norlyn Building gone, the whole block would have gone, as there is a gas station just back of us on the same street as the Norlyn Building.

"We were, of course, unable to work in this office on Tuesday, as there were no lights, and no elevator (which we probably won't have until Monday), although the lights came back on yesterday. I therefore took all the books with me to my Dad's store a block away, and stayed there for all of Tuesday, checking with the shipper, etc., although there wasn't too much I could do, except be thankful that I had managed to get

out what I did. For a while things looked pretty grim; even now, more than 48 hours after the blaze started, the ruins are still smoking. We are a very lucky City that more buildings were not destroyed, and that there was no loss of life."

Libby Bookhalter

"TIT COQ"

Three years ago the University of Toronto presented an Honorary Degree to an outstanding Canadian playwright, Gratien Gelinas, known everywhere by his stage name as Fridolin. His Play, *Tit Coq* had a two weeks engagement at the Royal Alexander Theatre and was warmly received by a packed house at every performance.

Just one year ago a motion picture version of this outstanding Canadian play was given the *Film of the Year Award*. The film has been seen by thousands of people in Quebec but not yet in English-speaking Canada. Now, with English titles, it will be available elsewhere and arrangements are being made to let people in all parts of Canada see the work of this outstanding Canadian artist.

A special preview of this film was held on Tuesday, June 15 at the Hollywood Theatre, Toronto.



Veteran showman Don Gauld of the Odeon, Fort William, had live chicks in his theatre front window and a sign, "Ma & Pa Kettle's Brood" as an advance plug for the picture, with almost every merchant in town tied-up on window displays. A giant tractor was bannered and driven through the streets. For his local engagement of "Royal African Rifles," Don had a sand-bagged machine gun post erected by his local reserve army and manned by troops together with a display of rifles.

\$ \$ \$

"Johnny Guitar" had a real boost at the Uptown Theatre, Toronto, when Gerry Collins, publicist for Loew's Theatres, organized a contest for the prettiest girl in jeans, a photographer taking pictures of the aspirants in the Uptown lobby.

\$ \$ \$

Bill Russell at the Tivoli, and Ray Resky at the Broadway, Saskatoon, went all out in their publicity for "The Maggie," day and date. A store window painted over and with peep holes carried giant sized copy reading, "What is a Puffer? Take a peek!" and inside a display on the film. Scotch dancers and pipers performed outside the Broadway Theatre, while girls in full Highland dress paraded as street bally with signs reading "Hoot Mon, We're waiting for 'The Maggie'," etc.

\$ \$ \$

Ernie Warren Manager of the Little Elgin, Ottawa, Ont., launched his publicity campaign for Julius Caesar two weeks prior to opening with a screening for members of the press, radio commentators, Civic leaders, and the Principals and Heads of English Departments of the local High Schools.

Following the screening Ernie addressed representatives of the local High Schools, distributing educational I-sheets, school bulletin board placards announcing that English teachers would arrange special student parties in the schools, and school discount coupons. The excellent response from this tie-up gave the picture an extended run at near capacity business for almost four weeks.

\$ \$ \$

Lin Martyn went all scotch for his engagement of "The Kidnappers" at the Capitol, Niagara Falls. Six hundred bags of Penguin scotch mints were given away as street bally with a plug on the film. A pipe band paraded to the theatre on opening night and performed outside for fifteen minutes. The exterior of the theatre had a flash front erected in tartan wall paper.

MAKE A PROFIT....



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....the best entertainment
for your theatre dollars!

MR. ALLIED SAYS: "YOU'LL WANT MORE IN '54 FROM



"Pinocchio" Gets Top Promotion

A three-week promotion campaign, at least the equal of any ever devised for a first-run picture, is being conducted throughout Ontario for the latest re-release of Walt Disney's "Pinocchio." The campaign is a co-operative effort of RKO Radio Pictures, the *Toronto Telegram* and Loblaw's, one of the largest Canadian grocery store chains.

The focal point of the campaign is a "Pinocchio Day" celebration, set for June 26, the last Saturday before the picture begins playdates on July 2 at 25 Ontario theatres.

Every day of the three weeks the *Telegram* will carry a coupon with pictures and publicity on the *Technicolor* cartoon feature. When presented at a Loblaw store, the coupon will be exchanged for free tickets, for a youngster and a mother, to the "Pinocchio Outdoor Show," which takes place at the *Canadian National Exhibition Grounds*, Toronto, on "Pinocchio Day."

The "Pinocchio Outdoor Show" will consist of ten circus acts, demonstrations by two Disney cartoonists and, as the finale, a stock car race with each auto

painted with a character from "Pinocchio."

Five performances have been scheduled and enough tickets printed to accommodate the 125,000 children and parents who are expected to attend from all parts of Ontario.

On the eve of "Pinocchio Day," the *Toronto Downtown Businessmen's Association* will sponsor a special 16-page "Pinocchio" section in the *Telegram*. Filled with photos and stories about the RKO Radio release, the special section will be aimed at attracting visitors from other sections of the province to local stores. Balloons and special displays will

advertise "Pinocchio Day." All windows in all Loblaw stores will be made up to promote the event.

Throughout the advance campaign, Loblaw's will run extra full-page advertisements in the *Telegram* each week. On the first day of the promotion, a "Pinocchio" story ran in a prominent spot on the first-page of the *Telegram*.

The two Disney cartoonists will spend two weeks before their appearance at the "Pinocchio Outdoor Show" touring the province. They will make personal appearances at schools, luncheon and service clubs, and on radio and television programs. They will draw famous Disney cartoon characters and explain how animated motion pictures are produced.

The 10 theatres in Toronto which will lead off the Ontario dates of "Pinocchio" are: the Tivoli, Capitol, Nortown, Beach, College, Parkdale, Runnymede, St. Clair, Bloor and Palace.

NFB SHOOTING TWO

National Film Board crews are currently shooting two films in Quebec, one in Montreal, the other in Sorel.

Shooting in Montreal will go on until June 25 on a film about the seamstresses who sew milady's fashionable gowns. The film is tentatively titled "Les Midinettes."

Director is Roger Blais, who made "Shadow on the Prairie" and "Backstage."

A second crew were shooting until June 15 in Sorel. The film will deal with the town's shipbuilding industry. Jean Palardy is in charge. Both films will be made in both French and English.

Another NFB crew will be shooting in Montreal in July for material for a film about the Trans Canada Highway.

RKO SHORTS DRIVE

RKO Radio's branch at St. John, New Brunswick, reports the greatest shipment of short subjects in the history of the office in the week just past, the sixth in its Short Subjects Drive honoring the 25th anniversary of Sid Kramer, RKO Short Subjects Sales Manager. Percentage-wise, the office is 12 percent over quota.

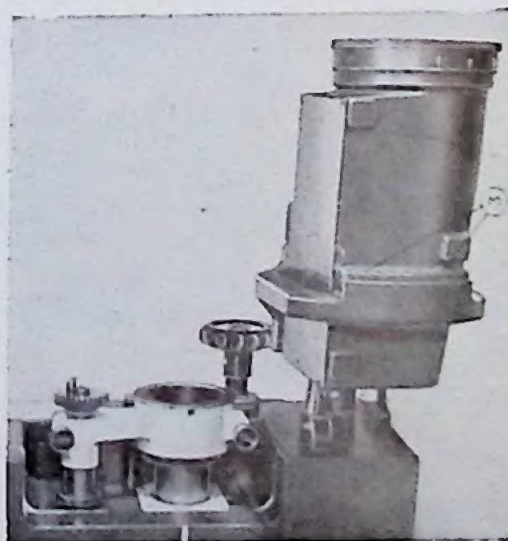
FIGHT PIC TO UA

United Artists has acquired the worldwide distribution rights to the film of the world heavyweight title fight between undefeated champion Rocky Marciano and former title-holder Ezzard Charles which took place last week at the Yankee Stadium in New York City, it was jointly announced by James D. Morris, President of the International Boxing Club, and William J. Heineman, Vice President in charge of distribution for United Artists.

Prints will be available in Canada for immediate booking on June 19th, Charles Chaplin, Canadian General Manager for U.A. announced.



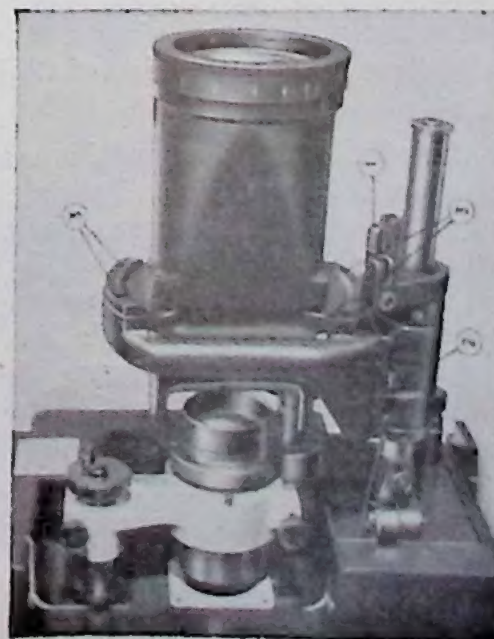
UA's 35th ANNIVERSARY DINNER in Philadelphia, left to right: Charles Chaplin, UA's Canadian General Manager, Wm. J. Heineman, UA Vice-President in charge of Distribution, Rita Gam and Phil Silvers.



ORIGINATED by Gaumont Klee of England, the prism type Anamorphic Lens gives the truest definition across the entire width of any screen.

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Branches at: Toronto, Vancouver, Moncton, and Calgary.

Chatter . . . that could matter!

By MAX CHIC

Reported here, weeks ago, that *Super-scope* franchise would go to non-equipment firm, confirmed this week with announcement by Murray Sweigman . . . the Eddie Cantor on the local film scene, Guston Allen, made it this time, a boy named David, after four girls.

Local friends of Gene Nelson will be pleased to hear, that he got the Will Parker role in the film version of "Ok-lahoma" . . . local boy makes good tag pinned on Lorne Greene . . . he will appear in Warner Bros. "The Silver Chalice" . . . in CinemaScope, no less . . . Sam Glasier will hit pay dirt next week, when Eartha the Kitt plays the Casino . . . RKO and American trade mags refer to Loblaw's in "Pinocchio" tie-up story as LABLOW'S . . . RKO's Canadian General Manager's name LABOW . . . what price publicity?

Barney Fox and Jack Clarke will be pleased to hear JARO's "The Rainbow Jacket" is the best horse racing picture yet . . . Yonge St. invaded by Hydro conversion trucks last week, found Martin Simpson at Downtown theatre doors at 6 a.m. . . . Dan Krendel reports first Peterboro Benefit Show, an annual affair as of now, raising over \$500 for Variety Village . . . Monty Hall and Lou Snider assisted a local cttee. of Hilly Yudin, Art Cauley, Len Gouin, George Sheppard and Gordon Miller on arrangements at the Odeon, last Sunday night.

Frank Fisher, Frank Vaughan and Tommy Knight closeted on plans, celebrating JARO's 10th Anniversary . . . Alf Perry has a "Magnificent Obsession," while Haskell Masters is feeling pretty "High and Mighty," these days . . . Lionel Lester, chairman and George Altman, co-chairman of film industry's UJW Drive, report funds collected exceeding 1953 with a 4 percent increase . . . Tivoli theatre, Hamilton getting a complete face-lifting job . . . Sam Vinson and wife had a close call, when a tornado hit their plane just outside of Chicago two weeks ago.

Overheard . . . 7 Famous Players houses, the Beach, College, Parkdale, Runnymede, Palace, Bloor and the Oakwood to open July 9th with "The Robe" in CinemaScope and full magnetic stereophonic sound . . . Odeon's Danforth, Humber and Fairlawn open July 23rd with "Prince Valiant" in CinemaScope and single track optical sound.

The Event Of The Week . . . Variety Club, Tent 28, Toronto, Annual Baseball Night at the Maple Leaf Stadium for Variety Village, last Friday, and the unheralded efforts of the unnamed many who make it the success it is.

TRADE headlines



Variety's weekly National Box-office Survey lists "Three Coins In A Fountain," first; "Dial M For Murder," second; Cinerama in third place and "Johnny Guitar" in fourth place.

Budd Rogers to supervise handling of Selznick re-releases. First four are "Adventures of Tom Sawyer," "Rebecca," "Spell-bound," and "Duel In The Sun."

Canadian Beverley Baxter, British Member of Parliament, and now film critic for Beaverbrook's Standard, receives Knighthood in Queen Elizabeth's birthday honors list.

United Artists will distribute the first British 3-D feature, "The Diamond Wizard," directed by Dennis O'Keefe and produced by Steve Pallos.

Paramount Drive-In, Vancouver, opened June 11th with its first CinemaScope feature, Fox's "Beneath the 12-Mile Reef."

General Theatre Supply and Pola-Lite host enthusiastic exhibitors at first demonstration in Canada of Pola-Lite's 3-D system, Hollywood Theatre, Toronto, with screening of Columbia's "The Mad Magician."

Jack Labow, RKO's Canadian General Manager, will be honored with a six-week summer sales drive running from July 23 through to September 2.

Dan Krendel's Ballyhoo May Bonanza Winners are: Group A, 1st prize, Bob Harvey; 2nd prize, Art Cauley; Group B, 1st prize, Al Hartshorn; 2nd prize, Jack Bridges.

Fox's CinemaScope and Technicolor "Flight of the White Heron," previewed during regular showing at the Imperial Theatre, Toronto, on Tuesday afternoon.

The overall net from Variety's Annual Ball Night will be considerably lower this year as a result of the disappointing crowd of about 10,000 fans despite the top notch Souvenir Program printed. Variety Barkers blame poor attendance on the lack of a car draw (prevented by law) and the current AGVA vs. Musician's Union quarrel, which prevented the usual outstanding vaudeville show.

Canadian Adult Assoc. hold screening of "Tit Coq" with English titles at the Hollywood Theatre, Toronto.

CAPITAL STORY

By BILL McLAUGHLIN

The French Line, originally out of RKO Studios in the added dimension, is now showing at the Odeon Theatre in the regular medium. Manager Jimmie Chalmers, however, is using this controversial movie to publicize his newly-installed wide-vision screen.

Manager Ray Tubman got MGM's Executive Suite off to a grand start at the Capitol with a full page of co-operative advertising, reading matter and pictures in the Evening Journal which appeared one day before the premiere



Use This Information As Your Guide on Release Dates

TORONTO

IMPERIAL
Three Coins In A Fountain (20th-Fox) CinemaScope and Technicolor with Clifton Webb.

SHEA'S
The Wild One (Col.) with Marlon Brando.

UNIVERSITY & EGLINTON
Give A Girl A Break (MGM) Technicolor with Marge and Gower Champion.

NORTOWN
Carnival Story (RKO) Technicolor with Anne Baxter.

ODEON-FAIRLAWN-HUMBER-DANFORTH-COLONY
The French Line (RKO) Technicolor with Jane Russell.

UPTOWN
Second week. Johnny Guitar (E-U) Color with Joan Crawford.

LOEW'S
Men Of The Fighting Lady (MGM) Color with Van Johnson.

HYLAND & CHRISTIE
The Kidnappers (JARO) with Vincent Winter.

TOWNE CINEMA
Second week. Marlag O (IFD) with Anthony Steel.

INTERNATIONAL CINEMA
Fifteenth week. Hobson's Choice (IFD) with Charles Laughton.

DOWNTOWN
Drums of Tahiti (Col.) Technicolor and The Nebraskan (Col.) Technicolor.

MONTREAL

PALACE
Second week. Lucky Me (WB) CinemaScope and WarnerColor with Doris Day

LOEW'S
Second week. Executive Suite (MGM) with William Holden.

PRINCESS
The Miami Story (Col.) with Barry Sullivan.

CAPITOL
Dial M For Murder (WB) Color with Ray Milland.

IMPERIAL
Drive A Crooked Road (Col.) with Mickey Rooney.

ORPHEUM
Bad For Each Other (Col.) with Charlton Heston.

KENT
Tenth week. The Kidnappers (JARO) with Vincent Winter.

AVENUE
The Heart Of The Matter (IFD) with Trevor Howard.

SEVILLE-STRAND-SNOWDON-OUTREMONT
Johnny Guitar (E-U) Trucolor with Joan Crawford.

ALOUETTE
Second week. La Danseuse De Mexico and Ville D'Enfer.

WINNIPEG

CAPITOL
Rhansody (MGM) Technicolor with Elizabeth Taylor.

LYCEUM
Racing Blood (20th-Fox) and Miss Robin Crusoe (20th-Fox) Pathecolor.

MET
Executive Suite (MGM) with William Holden.

ODEON
Beat The Devil (UA) with Humphrey Bogart.

GARRICK
Prince Valiant (20th-Fox) CinemaScope and Technicolor with James Mason.

GRAND
Dragonfly Squadron (AA) and Highway Dragnet (AA).

GAIETY
The Living Desert (RKO) Technicolor.

OSBOURNE CINEMA
The Heart Of The Matter (IFD) with Trevor Howard.

VANCOUVER

CAPITOL
River Of No Return (20th-Fox) CinemaScope and Technicolor with Marilyn Monroe.

ORPHEUM
Carnival Story (RKO) Technicolor with Anne Baxter.

STRAND
Three Young Texans (20th-Fox) Technicolor and Broken Arrow (20th-Fox) Technicolor.

STUDIO
Eighth week. Hobson's Choice (IFD) with Charles Laughton.

VOGUE
Second week. The Maggie (JARO) with Paul Douglas.

PLAZA
Taza, Son of Cochise (E-U) Technicolor and Jennifer (AA).

DUNBAR
Fifth week. The Kidnappers (JARO) with Vincent Winter.

PARADISE
Charge Of The Lancers (Col.) Technicolor with Paulette Goddard.

CALGARY

CAPITOL
Night People (20th-Fox) CinemaScope and Technicolor with Gregory Peck.

GRAND
Battle Of Rogue River (Col.) Technicolor with George Montgomery.

PALACE
The Living Desert (RKO) Technicolor.

UPTOWN
Second week. The Maggie (JARO) with Paul Douglas.

STRAND
Duffy Of San Quentin (WB) and Little Caesar (WB).

SAINT JOHN

PARAMOUNT
Carnival Story (RKO) Technicolor with Anne Baxter.

CAPITOL
Phantom Of The Rue Morue (WB) 3-D and WarnerColor with Karl Malden.

STRAND
The Sinner At Red River (20th-Fox) Technicolor with Van Johnson.

The Maggie, which had its first showing at the Odeon Theatre to average business, is now playing the neighborhood Elmdale (NTS). The management is using a paragraph from Jack Karr's favorable review from the Toronto Star in all its newspaper advertisements.

The Regent Theatre, second to the Capitol as a first-run spot on Famous Players circuit, has been doing good business with return engagements of the bigger productions at regular prices. Latest of these is Samuel Goldwyn's Hans Christian Anderson. Danny Kaye in the title role is especially pleasing to the younger element now flocking to the Busy Corner theatre.

Hold-overs at the moment are Walt Disney's The Living Desert (4th week) at the Little Elgin Theatre, and The Kidnappers (8th week) at the Glebe Cinema.

Digest of Trade Press Reviews



LAUGHING ANNE

REPUBLIC

Drama — 90 Minutes

Stars: Wendell Corey, Margaret Lockwood, Ronald Shiner.

Producer-Director: Herbert Wilcox.

Hollywood Reporter: "... written by Joseph Conrad, that masterful writer ..."

Exhibitor: "... action, romance ... and a yarn that holds interest ..."

Harrison's Report: "... action is fast ... plenty of sex ..."

Boxoffice: "... suspenseful and engrossing ..."

Showmen's Trade Review: "... exotic and colorful ..."

Motion Picture Herald: "... strong entertainment ..."

THE LONG WAIT

UNITED ARTISTS

Drama — 93 Minutes

Stars: Anthony Quinn, Charles Coburn.

Producer: Lesser Samuels.

Director: Victor Saville.

Exhibitor: "... takes in sex, blondes, swinging fists, and attempts and successes at murder."

Harrison's Reports: "... tension-packed story ... torrid ..."

Boxoffice: "... has a plentitude of sexy situations ..."

Showmen's Trade Review: "... suspense is galore ..."

Motion Picture Herald: "... more beautiful blondes than you can shake a stick at ..."

Film Daily: "... high power dramatic stuff with plenty blood, guts, broads and gore ..."



FLASH *news from your Publicity Department*

JARO INTEROFFICE MEMO

June 9, 1954.

"THE KIDNAPPERS" during the past week has not fallen off one cent; in fact, in many situations their last week's business shows an increase!

All the situations listed below are playing capacity business, and the newspapers in these cities have run out of superlatives describing this motion picture.

In certain situations where theatres book two programmes per week, they have booked "THE KIDNAPPERS" for six days, knowing full well that it is the wisest thing they have done in years!

10th week - MONTREAL!

9th week - OTTAWA!

9th week - TORONTO!

8th week - WINNIPEG!

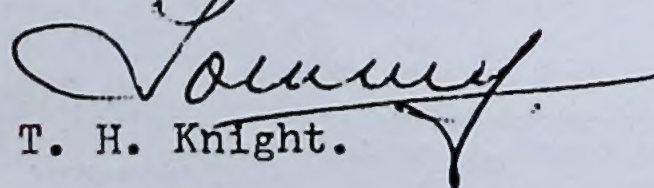
6th week - VANCOUVER!

9th week - EDMONTON!

KEEP IT ROLLING!

THK:gp

Yours sincerely,


T. H. Knight.

J. ARTHUR RANK FILM DISTRIBUTORS (CANADA) LTD.